

CHARLEVOIX COUNTY 2023-2024 ANNUAL REPORT



PROGRAMS
ACCESSED BY
RESIDENTS
192

I am very pleased to share the results of another successful year of partnership between Charlevoix County and Michigan State University (MSU) Extension. Because of your continued support, we've been able to make a difference in the lives of youth, families, businesses, and communities. MSU Extension offers a broad range of research-based educational outreach to county residents. Over this past year, we've empowered families and individuals to live healthier lives, supported new and local businesses, created opportunities for youth leadership development and career exploration, helped farmers with business management and mental health, brought health programs to local schools, and much more. Our staff live and work alongside county residents and are rooted in community relationships and are responsive to community needs. Our partnership with you makes this all possible. On behalf of the MSU Extension team serving Charlevoix County, thank you for another great year. We look forward to your continued support and hope you will be able to join us during one of our upcoming programs.

- Adam Koivisto, District 14 Director



MSUE.MSU.EDU

SOCIAL MEDIA
REACH
1,486,739

PROGRAMMING
REACH
1,411



Helping people improve their lives through an educational process that applies knowledge to critical issues, needs, and opportunities.



DEVELOPING YOUTH & COMMUNITIES



Horse session at the Emmet-Charlevoix County Animal Clinic.

The largest youth development organization in Michigan, 4-H provides thousands of young people with experiential learning opportunities to explore new interests and discover their passion.

452 Youth
103 Adult Volunteers

Programs to highlight in this county:

- Charlevoix County Recognition Banquet
- Exploration Days at the Michigan State University Campus
- Recruitment
- Emmet-Charlevoix County Animal Clinic
- Animal Science

Michigan State



2024 Volunteers of the year:

Youth: Lane Vincent Adult: Ren Graham



Celebrating the youth of Charlevoix County at their annual Recognition Banquet.



Maverick 4-H Club walking in the Homecoming parade in Charlevoix.



4-H Exploration Days youth & volunteers

DEVELOPING YOUTH & COMMUNITIES



- Senior Scholarship awarded \$2,000.00
- Boyne Falls Community Expo
- Community Services:
 - Take A Day On - Challenge Mountain
 - Adopt a Highway
- Charlevoix County Shooting Sports
 - 26 Youth participants
- Boyne Area 4-H Soccer
 - 228 Youth participants
- Boyne Area 4-H Tennis
 - 30 Youth participants
- Boyne Area 4-H Swim School
 - 90 Youth participants
- Annual Lake Swim
 - 15 Youth, 5 Adults and 7 Swim School Staff



Take A Day On - Challenge Mountain



Instructor Mylee teaching kids how to dive during Swim School at Whiting's Park.



Bea, our youngest lake swimmer, with a time of 1:47:13



East Jordan Soccer U8 practicing for their game.



Maple River 4-H Club cleaning up the road.



Shooting Sports attended the State Competition.

DEVELOPING YOUTH & COMMUNITIES



Fair Highlights

- 53 Market Livestock, 48 Animal Husbandry, 24 Cloverbud youth participated in the Emmet-Charlevoix County Fair
 - 17 - Beef, 5 - Jr. Beef, 3 - Dairy Feeder,
 - 6 - Lambs, 47 - Swine, 2 - Rabbits,
 - 3 - Turkeys, 1 - Ducks, 2 - Chickens
- \$230,000.00 was made from the livestock auction
- Youth who participate in showmanship and market classes at their local fair learn lifelong skills, such as time management, budgeting, animal sciences skills, public speaking and having fun.



Judge Chelsea with Amelia taking time to talk to her during the swine show.



Gold Ribbon Awards for
4-H Still Projects



Myles in the auction ring.



Fair Week Fun Activities pie eating contest. Braxton liked the blueberry pie.



Rock, Paper, Scissors winner -
Travis



Cloverbud Addy showing a pig.



IMPROVING HEALTH & NUTRITION

Michigan State University Extension is here to support all the ways we can live healthier lives, be strong and successful and build healthier communities, by bringing the vast knowledge and resources of MSU directly to your community.

MSU Extension offers programming and resources for social-emotional and mental health, chronic disease and diabetes management, food safety and food preservation, developing healthy relationships, caregiving and parenting, nutrition and physical activity, and more.



Friendship and Fun at the Charlevoix Senior Center

Programs to highlight in this county:

- Cooking for one
 - Charlevoix Senior Center
 - East Jordan Senior Center
 - Boyne Area Senior Center
- Jump Into Foods and Fitness
 - East Jordan Elementary School
- Healthy Eating Adds Up

Jane Sherry wrote a Mini Grant - Charlevoix County Commission on Aging (CCCOA)

"I was approved for a \$1,000 mini grant to support the CCCOA. The goal of this mini grant was to support an increase of fresh fruit and vegetables at congregate meal sites.

As a result of this mini grant, Assistant Director Sheri Shepard reported that all three senior centers have been able to process more fresh produce to be used in the congregate meals.

Within the next two years, the CCCOA plans to establish an edible garden at the Charlevoix Senior Center, on their 20-acre property. The produce from this garden will then be used in meals served at all three senior centers in Charlevoix County."

- Jane Sherry



Cooking for one at the Charlevoix Senior Center

IMPROVING HEALTH & NUTRITION



IN 2023 ...



155 staff comprised MSU Extension's Health and Nutrition Institute.



89,711 people participated in an MSU Extension health and nutrition program, either in person or virtually.



4,226 health and nutrition programs were delivered by MSU Extension, either in person or virtually.



2,086,139 people viewed food and health content on MSU Extension's website.



33,000+ people subscribed to MSU Extension's quarterly health and nutrition email digests, which feature upcoming events, educational articles, seasonal recipes, videos and more.

- 40,680 youth were reached through SNAP-Ed community nutrition and physical activity programming.
- MSU Extension collaborated with 945 partners and 168 coalitions throughout the state for SNAP-Ed programming and outreach.
- 372,083 adults and youth were reached through indirect education activities, which include listening to educational podcasts, reading nutrition fact sheets on MSU Extension's website and more.



33,000+

PEOPLE SUBSCRIBED TO MSU EXTENSION'S QUARTERLY HEALTH AND NUTRITION DIGESTS.

4,226

HEALTH AND NUTRITION PROGRAMS WERE DELIVERED BY MSU EXTENSION EXPERTS, EITHER IN PERSON AND VIRTUALLY.

2,086,139

PEOPLE VIEWED FOOD AND HEALTH CONTENT ON MSU EXTENSION'S WEBSITE.



FOSTERING STRONG COMMUNITIES

Governance, Leadership and Community Engagement

Successful and thriving communities combine knowledgeable and engaged legislators, businesses, community groups and residents. By connecting these groups with the most trusted tools, MSU Extension helps enhance the quality of life in Michigan.

MSU Extension educators work with businesses, local governments and communities to improve local economies and the lives of Michigan residents. MSU Extension educators also provide programming aimed at protecting and sustainably managing our state's natural resources.



Charlevoix County Planners Forum held at the Charlevoix Library

- MSU Extension partnered with Tipp of the Mitt and Charlevoix County Planning Department for the Charlevoix County Planners Forum that took place in Charlevoix.

- Facebook post for Online Adulting 101 class reached:

1.4 million views

15,000 interactions

14,315 shares

717 saves



NEW COMMISSIONER SCHOOL

For over 50 years, the New Commissioner School program has provided county commissioners, both newly elected and returning, with the preparation they need to enter their new term prepared to lead their counties successfully.

MICHIGAN STATE UNIVERSITY | Extension
ADULTING 101

2024 Schedule

- THE PSYCHOLOGY OF SPENDING & SAVING - JANUARY 17 AT 6 PM
- FOSTERING HEALTHY RELATIONSHIPS - FEBRUARY 12 AT 5 PM
- KEEPING YOUR MONEY SAFE - MARCH 19 AT 6 PM
- COVER LETTER AND RESUME WRITING - APRIL 10 AT 6 PM
- BUILD AND PROTECT YOUR CREDIT - MAY 15 AT 5 PM
- TRAVELING ON A BUDGET - JUNE 6 AT 6:30 PM
- COOKING BASICS - JULY 16 AT 4 PM
- SUMMER BERRIES: JAM AND JELLY - AUGUST 12 AT 4 P.M.
- CHANGING THE WORLD WITH YOUR VOTE - SEPTEMBER 16 AT 5 PM
- PAYING FOR POST-SECONDARY EDUCATION - OCTOBER 16 AT 5 PM
- CRACKING THE CODE TO COLLEGE - NOVEMBER 19 AT 5 PM

Free on zoom
<https://events.anr.msu.edu/Adulting2024/>

4-H GROWS HERE

MSU IS AN AFFIRMATIVE-ACTION, EQUAL-OPPORTUNITY EMPLOYER. MICHIGAN STATE UNIVERSITY EXTENSION PROGRAMS AND MATERIALS ARE OPEN TO ALL WITHOUT REGARD TO RACE, COLOR, NATIONAL ORIGIN, GENDER, GENDER IDENTITY, RELIGION, AGE, HEIGHT, WEIGHT, DISABILITY, POLITICAL BELIEFS, SEXUAL ORIENTATION, MARITAL STATUS, FAMILY STATUS OR VETERAN STATUS.

\$30,115,124

Value of resources leveraged

1,792

Government officials who use what they learned in making decisions

634

Certifications obtained that allowed continued or expanded work



FOSTERING STRONG COMMUNITIES

Supporting Food & Farming Entrepreneurs



Product Center
Food • Ag • Bio
MICHIGAN STATE UNIVERSITY

MSU Product Center helps Michigan entrepreneurs and businesses to develop and launch new product and service ideas into the food, ag and bioenergy markets. Whether you are a budding entrepreneur or operate a well-established company, the Product Center is your key to the front door of Michigan State University’s vast and varied technical expertise, research and outreach services.

At the Product Center, we facilitate innovation by customizing services to each client. From business planning to market analysis and research, and from scientific support to technical services, we deliver what entrepreneurs need directly or from our statewide network of university, business and governmental partners.

- Northern Lakes Economic Symposium and Showcase at Boyne Mountain Resort - 275 attendees
 - Breakout sessions delved into critical topics such as innovation in outdoor recreation, housing construction, land-based industries, and strategies for navigating the tight labor market. Attendees had the opportunity to learn from local innovators and industry leaders, gaining insights to drive economic success within the community.
- NLEA Stakeholder Sessions – Charlevoix
 - “The NLEA is hosting community input session as part of its strategic planning process. I started these sessions with a short presentation on local economic and demographic trends.”
- Charlevoix Conservation District Garden Party & 75th Anniversary in Boyne City



District Director Adam Koivisto speaking with Charlevoix County Commissioner Joshua Chamberlain at the Garden Party



Making It In Michigan
April 24, 2024 - Lansing Center

Hosted by
MICHIGAN STATE UNIVERSITY | Extension

MICHIGAN STATE UNIVERSITY | Product Center
Food • Ag • Bio

in partnership with



Making It In Michigan is a premier food trade show & networking conference.

The program features educational sessions, an interactive trade show and a unique buyer-supplier matchmaking program.



SUPPORTING FOOD & AGRICULTURE

MSU Extension works to improve farm personnel well-being and income, expand agriculture-related businesses and increase employment opportunities, making agriculture one of the strongest industries within Michigan. Supporting agriculture and helping to improve financial stability and competitiveness has a significant economic impact on Michigan and local communities.

\$104.7 BILLION

annual contribution from Michigan's food and agriculture industry

\$5.13 BILLION

economic impact of the animal agriculture industry in Michigan

805,000

jobs related to the food and animal agriculture industry in Michigan

Partnering with Growers for Timely Research to Address Local Issues

Farm Management

Over \$1.57 million in tax savings

Smart Gardening

32,711 article views in 2022

Field Crop Programs

508,000 indirect
11,565 direct

Beginner Farmer

772 participants 6,071 accessed resources

Helping farm families transition farm businesses to the next generation

- 168 attended educational programs
- Over 100 private sessions
- 35,272 accessed written articles

"I want you to know that I sincerely appreciate the help you have given us in the farm transition. Thank you for the hope you have given me (personally). I haven't had any for the farm in a long time."

-Succession Planning participant

Industry collaborations focus on preparedness for animal agriculture industry

ERAIL: Emergency Response to Accidents Involving Livestock

- Training of first responders, animal haulers and others on how to properly respond when animals are involved in a traffic accident
- The ERAIL program currently has three trailers fully stocked and deployed in Branch, Jackson and Otsego counties
- 42 counties and seven other states sent trainees to ERAIL programming

MSU Extension Fruit Team continues fight against Spotted Wing Drosophila (SWD)

With daily contact to the fruit industry, 20 presentations to 500+ growers, representing a majority of 60,000 acres of susceptible crops, has reduced SWD economic impact

- 83% of growers based management decisions on local/regional SWD trap reports and MSU Extension articles
- 69% of growers pruned cherry orchards to open canopies to minimize SWD pressure
- 65% of growers monitored for SWD adults using traps on-farm



CHARLEVOIX COUNTY OFFICE

This past year Charlevoix County MSU Extension has helped community members through phone, email, Facebook and office walk-ins.

As MSU Extension continues to bring research and education to citizens across the state, three wonderful resources help reach every community member in our county:

MSU Extension Lawn and Garden Hotline
(888) 678-3464

Calls answered by Extension Master Gardeners with the knowledge and resources to help with gardening and lawn questions.

Ask Extension
**canr.msu.edu/
outreach/ask-an-expert**

One-to-one answers from MSU Extension experts on topics such as lawns, agriculture, food preservation, natural resources, and more!

Soil Testing
homesoiltest.msu.edu

Don't guess - soil test!
Learn what vital nutrient your soil is missing for healthy growth in gardens, lawns, and crops.

Purchase soil tests in our office or online.

MSU Extension Charlevoix

319 North Lake Street

Boyer City, MI 49712

PHONE: 231-582-6232

EMAIL:

msue.charlevoix@county.msu.edu

WEB: www.canr.msu.edu/charlevoix/

Stay Connected!

Scan the QR code to sign up for monthly emails highlighting local MSU Extension events and



MISSION:

Michigan State University Extension helps people improve their lives through an educational process that applies knowledge to critical needs and issues and opportunities.

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MSU Extension Staff in Charlevoix County

Adam Koivisto
District Director koivist4@msu.edu,
517-614-0754

Tasha Furgeson
Office Manager furgeso2@msu.edu

Leah LaVanway
4-H Program Coordinator ljl4211@msu.edu

Jane Sherry
Community Nutrition Instructor sherryja@msu.edu

